

# Wig-Wearing Boom Adds Spark to Ancient Craft

By REYNOLDS KNIGHT  
The wig-making industry is getting ahead, enjoying a big upswing in demand for its merchandise. In the mid-1950's the pre-teen youngster put over the hula hoop fad; the fashion-conscious and relatively affluent urban housewife is the motive force behind this latest twist in retailing.

It seems that in New York, and other fashion-conscious centers, more than a few females have decided they want to be able to change coiffures, depending upon the occasion, the same way women in general change clothes. Trade circles don't bother analyzing the motivation behind the wig-wearing boom, they're glad enough merely to point out that more than 1.5 million wigs have been sold in the past few years.

Beauty shops and even department stores find profitable business in wigs. Prices range from about \$100 to \$500. Currently, the law of supply and demand is pushing prices even higher. For while demand is surging, the supply—mainly obtained from poor young women in Europe and the Orient—has tended to shrink. Higher regular incomes in those countries have made many less dependent on selling their hair.

Wig-making firms aren't the only ones cashing in on the fad. One company recently introduced a fancy wig brush with polished wood handle, to sell for almost \$10.

**SPEEDY SORTER** — Electronic data processing has advanced in recent years at such a rate that it now can create new industries—or make possible astounding refinement and expansion of existing business techniques.

Typical is a new high-speed optical scanning system, developed by Honeywell Electronic Data Processing, that will be used in a nationwide gift coupon program under which coupons for gifts will reach every one of the nation's 50 million homes. The system, called "Orthoscan," can "read" coupons sent in by consumers at a rate of 1,500 per minute—a rate that makes such a vast coupon program practical and economical. A new company, Gift Stars, Inc., will conduct the program with about 40 manufacturers participating initially, and will be the first user of the Honeywell equipment.

James H. Binger, president of Minneapolis - Honeywell, says Orthoscan "promises to revolutionize automatic document handling techniques," he cites as its most revolutionary attribute the ability to reproduce, when reading a torn or crumpled coupon, the coded information that may have become illegible or have been partly torn out during handling. He foresees a solid fu-

ture for the system in processing utility bills, insurance premium stubs, subscription blanks and other types of bills or statements that today are usually handled by punch-cards.

**REBIRTH OF a Market** — When an agricultural product either gains too fast in pro-

duction or consumption it drops, the usual economic answer is to find new end uses for it, so as to bring demand more nearly into line with supply.

But this is seldom easy. Often it takes a lot of research, and the research can take some odd turns. For example: Flax farmers for years watched

one of their best traditional markets dwindle rapidly as paints that used flax-extracted linseed oil as a base lost ground to water-based types. The latter gained great popularity because of being odor-free, water-mixable, and requiring no solvents other than plain water for brush-cleaning and other cleanup chores.

**THEN IN LATE 1961** scientists at the technical services laboratory of Cargill, Inc. announced formulation of a long-sought paint vehicle that combined linseed oil and water. The product, called Cargill Formula 1308, was said to com-

bine the traditional advantages of linseed oil—adhesion, durability and whiteness—with the now-familiar conveniences of water paint systems. Now, one year later, Cargill reports the 1308-based paints are on retail shelves in 40 states; and "as a result, a good deal more flax was consumed in 1962, and will be in the years to come, than otherwise would have been," a Cargill spokesman says.

**THINGS TO COME**—Families who like to display the Christmas greeting cards they receive will be able to avoid undue fuss and bother thanks

to a new card-holding device called "Festive Ribbons." Cards are inserted between two long, decorative ribbons for hanging vertically or horizontally. Another practical and decorative vehicle for the same purpose is a colorful Yule sleigh by Hallmark designed to display your greetings on the mantle or as a table centerpiece. . . Vending machines are getting ever bigger; from West Germany comes a monster that can hold up to 374 separate food, software and drug products. . . An Arizona firm is introducing a lightweight aluminum household stepladder that is collapse-proof. A

safety catch locks automatically when you set foot on it.

**HONESTY DEMANDED** — Government authorities have signaled that early in the pre-Christmas period they'll crack down on false or deceptive television advertising of toys. Last year government and trade groups received numerous complaints from parents when youngsters were apparently misled by high-powered, over-embellished ad claims. Since August the Federal Trade Commission has issued complaints or charges against three big toy manufacturers;

the actions will serve as a reminder to the industry to be careful about ad and promotional claims.

**BITS O' BUSINESS** — New housing starts in September showed their first downturn in four months; the annual rate indicated by the month eased to 1,312,000 starts, down five per cent below September, 1961.

. . . In men's sportswear, the fashionable color for next year will be "banana" yellow, according to observers at a recent industry exhibit here.

**WE GIVE BLUE CHIP STAMPS** **KLAC FOR DAILY RADIO SPECIALS 570**

THURS., FRI., SAT., SUN., NOV. 1-2-3-4

## Thriftimart

**MORTON'S**

# FRUIT PIES

FROZEN 8" SIZE

# 25<sup>c</sup>

EA.

JERSEYMAID CATERING

## ICE CREAM

HALF GAL. **59<sup>c</sup>**

JERSEYMAID

## 'AA' BUTTER

FIRST QUALITY **67<sup>c</sup>**

LB.

## PILLSBURY

# LAYER CAKE MIX

WHITE, YELLOW, CHOCOLATE

DOUBLE DUTCH, APPLE SAUCE, SPICE

REG. 41" SIZE

# 29<sup>c</sup>

EA.

**Crest** FAMILY SIZE **TUBE** REG. 83" PRICE **69<sup>c</sup>**

# BEEF SALE

SELECTED CUTS OF QUALITY CONTROLLED STEER BEEF PROPERLY AGED AND TRIMMED

## CHUCK ROAST

BLADE CUT

# 43<sup>c</sup>

LB.

ROUND BONE ROAST **55<sup>c</sup>** SEVEN BONE ROAST **49<sup>c</sup>** CHUCK STEAK **49<sup>c</sup>**

OVEN READY 7 INCH CUT **STANDING RIB ROAST** **85<sup>c</sup>**

RIB OR BONELESS FAMILY STEAK **89<sup>c</sup>**

SIRLOIN TIP, TOP OR BOTTOM ROUND STEAK **98<sup>c</sup>**

SHOULDER CLOD OR CHUCK LEAN, EASY TO SERVE **BONELESS ROASTS . . . . . 85<sup>c</sup>**

## ROUND STEAK

CENTERS—CUT TO ANY THICKNESS

# 79<sup>c</sup>

LB.

TAILS OFF PORTERHOUSE . . . **\$1.25**

TOP SIRLOIN . . . . . **\$1.39**

FILLETS OR NEW YORKS . . . **\$1.98**

**SPENCER** **\$1.59**

FRESH FILLET OF SOLE **69<sup>c</sup>**

LEAN BEEF SHORT RIBS **33<sup>c</sup>**

FRESH LEAN **GROUND BEEF** **39<sup>c</sup>**

GROUND CHUCK **59<sup>c</sup>**

GROUND ROUND **69<sup>c</sup>**

JANE ANDERSON **CHEESE** SLICED AMERICAN **59<sup>c</sup>**

JANE ANDERSON **ENCHILADAS** BEEF OR CHEESE 3 12-oz. PKGS. of 2 **\$1.00**

JANE ANDERSON BEEF **TAMALES** 4 9-oz. PKGS. **\$1.00**

LIMCO HOLLAND **HAMS** 3 LB. TIN **\$2.69**

**SUNNY VALLEY GRADE "A"**

# LARGE EGGS

# 39<sup>c</sup>

DOZ.

FRESH **BACON** SLICED **55<sup>c</sup>**

LANGENDORF **BREAD** REG. 31<sup>c</sup> LOAF **25<sup>c</sup>**

HILLS BROS. **COFFEE** 1-LB. TIN **59<sup>c</sup>**

EVERFRESH **FROZEN PEAS** 10 oz. PKGS. **25<sup>c</sup>**

SUNSHINE STATE FROZEN **ORANGE JUICE** 6-OZ. TINS **29<sup>c</sup>**

**U.S. No. 1 RUSSET CELLO PACKED POTATOES**

# 10 29<sup>c</sup>

LBS.

**MUSHROOMS** FRESH 5 OZ. CUP **19<sup>c</sup>**

**TOMATOES** LARGE SIZE SLICING 2 LBS. **25<sup>c</sup>**

**ALL VARIETIES APPLES**

# 8 88<sup>c</sup>

LBS.

WASHINGTON RED DELICIOUS, RED ROMES, GOLDEN DELICIOUS, McINTOSH, JONATHAN, PIPPIN

**3 25<sup>c</sup>**

10 oz. PKGS.

FEATURING VAN DE KAMP'S BAKERIES

SALES TAX ADDED TO ALL TAXABLE ITEMS

## BIRTHS

**TORRANCE MEMORIAL HOSPITAL**

GRAVETT—Mr. and Mrs. Robert, 2469 W. 237 St., a girl, Oct. 7.

YOUNG—Mr. and Mrs. Keith, 2129 W. 238 St., a girl, Oct. 8.

DELANEY—Mr. and Mrs. William, 2469 Padron Place, a girl, Oct. 8.

HALEY—Mr. and Mrs. Ross, 1774 Marinette, a girl, Oct. 8.

MCAUGHTON—Mr. and Mrs. Robert, 2923 Berendo, a boy, Oct. 8.

ORBORN—Mr. and Mrs. Lonnie, 1212 Pines Ave., a boy, Oct. 8.

COUTURE—Mr. and Mrs. Russell, 1022 Ave. C., a girl, Oct. 9.

GEILER—Mr. and Mrs. Kenneth, 25349 Eshelman, a girl, Oct. 9.

DAVIS—Mr. and Mrs. Fred, 25302 Feljo Ave., a boy, Oct. 9.

BROWN—Mr. and Mrs. Robert, 18807 Branbrook Ave., a girl, Oct. 9.

REESE—Mr. and Mrs. Douglas, 916 Escondido Ave., a girl, Oct. 10.

FILS—Mr. and Mrs. John, 605 Crest Drive, a boy, Oct. 10.

CARTER—Mr. and Mrs. Walter, 2419 W. 231 St., a girl, Oct. 11.

PODELL—Mr. and Mrs. George, 21313 Meyer St., a boy, Oct. 11.

EARICKSON—Mr. and Mrs. J. B., 350 E. Plymouth, a girl, Oct. 12.

GREEN—Mr. and Mrs. Jesse, 1508 W. Anaheim, a boy, Oct. 12.

LEAL—Mr. and Mrs. Salvador, 803-A N. Junata Ave., a girl, Oct. 12.

MARTIN—Mr. and Mrs. Henry, 15404 234 St., a girl, Oct. 12.

DOOTY—Mr. and Mrs. William, 15015 Denker Ave., a girl, Oct. 12.

LINDLEY—Mr. and Mrs. David, 5331 Cherry Ave., a girl, Oct. 12.

NOLLEY—Mr. and Mrs. Charles, 422 E. 22nd St., a girl, Oct. 12.

MOON—Mr. and Mrs. Arthur, 23213 Doble, a girl, Oct. 12.

MAYT—Mr. and Mrs. George, 5541 Paragony Drive, a boy, Oct. 13.

WADDLE—Mr. and Mrs. Bob, 15003 Mannel, a girl, Oct. 15.

HERBERT—Mr. and Mrs. Gilbert, 2620 Vanderbilt Lane, a boy, Oct. 16.

WARREN—Mr. and Mrs. Frank, 4804 W. 137 Place, a girl, Oct. 16.

MALICAD—Mr. and Mrs. Roy, 1602 W. 203 St., a girl, Oct. 16.

BUNCH—Mr. and Mrs. Meredith, 7091 Yukon Drive, a boy, Oct. 16.

VANDENBURG—Mr. and Mrs. Jerry, 1118 W. 255 St., a girl, Oct. 17.

CARPENTER—Mr. and Mrs. Eugene, 22503 Melery Lot 15, a boy, Oct. 17.

HERMENEGILDO—Mr. and Mrs. Tony, 1590 1/2 W. 208 St., a boy, Oct. 17.

FRES—Mr. and Mrs. Jack, 4653 Mindora Drive, a boy, Oct. 17.

VERMUELEN—Mr. and Mrs. Neal, 2402 W. 178 St., a boy, Oct. 17.

SPOON—Mr. and Mrs. Kenneth, 11500 Martin St., a girl, Oct. 18.

WILSON—Mr. and Mrs. Wayne, 23701 Western Ave., a girl, Oct. 18.